

ABSTRACT OF THE DISCLOSURE**SYSTEM AND METHOD FOR MITIGATING THE MOBILE PHONE
NUISANCE FACTOR**

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The present invention provides a method, apparatus, and computer implemented instructions for mitigating the mobile phone nuisance factor. The present invention causes a mobile phone to activate an "In-Public-Use" profile when in a public establishment, which has a policy for mobile phone usage. A transmitter in the public establishment broadcasts an external control signal that contains an encoded command. The circuitry, or processor instructions, in a mobile phone decodes the command and activates the profile with the identified settings from the command. When the profile is activated, an icon is displayed indicating that the profile is active. Additionally, the "In-Public-Use" profile is deactivated when the mobile phone leaves the range of the signal and the previous settings of the mobile phone are enabled.